

Table 6. Brands Where TITL #34 Tar Results Agree
with PM Advertised Results but are Higher than
PM Manufacturing Specifications (mg/cigt.).

	QA 1991 Year Average	QA 1991 Specification Tar	Recomm. * Tar Targets	Philip Morris Advertised Tar	TITL Market Sample #33	TITL Market Sample #34	TITL Market Sample #34 Rounded
Cambridge Full Flavor KFSP	16.1	16	16	17	17	16.9	17
Cambridge Full Flavor 100FSP	16.3	16	16	17	17	16.9	17
Marlboro Menthol KFMSP	15.3	15	16	16	16	15.6	16
Players RNFHP	22.3	22	23	25	25	24.7	25

*
= Recommended PM Tar Targets